

New England Farmers'
Direct Marketing Conference & Trade Show
Successful Strategies for Growing Your Farm Business
February 28 – March 1, 2007, Sturbridge Host Hotel, Sturbridge, Massachusetts

Register Now On-Line

<http://www.harvestnewengland.org/conference/index.htm>

The New England Farmers' Direct Marketing Conference and Trade Show is your best opportunity in 2007 to learn new marketing ideas and fine-tune strategies for your business success. You should attend if you are a grower, value-added producer, planner, economic developer, government leader, farmers' market manager or interested in agriculture!

Conference highlights include nationally renowned agrimarketing expert, Jane Eckert speaking on how to **“Market with More Creativity Than Cash.”**

A lively and informative **“Best of New England”** panel will feature some of the top farm marketers from all six New England states.

“Kitchen Table Direct Marketing” will provide you with practical ways to combine sales and marketing thinking with the financial information that lets you know when things are really working – or not.

Over the two days there will be over 20 workshops with a wide range of marketing and business planning topics on culinary tourism, tapping into the group tour market, risk management, selling to local schools, festivals, internet marketing, export opportunities and lots more.

Value added workshops will let you know how the customer sees your products, what you can do to improve your brand, and conduct market research for a viable business.

Agricultural processors, manufacturers and producers will get the inside scoop on developing business plans and technical assistance.

Farmers' Market Managers from across New England will gather on February 28th for a special half-day workshop to discuss **New Marketing Opportunities and Building Alliances**, including how tools such as the Rapid Market Assessment and Sticky Economy Evaluation Device can help you strengthen your market.

For a complete agenda and to register go to www.harvestnewengland.org for more information and to download the registration form

The New England Farmers' Direct Marketing Conference and Trade Show is brought to you by Harvest New England and the New England State Departments' of Agriculture in cooperation with Community Involved in Sustaining Agriculture (CISA), Cooperative Development Institute, Essex Buy Local, Federation of Massachusetts Farmers' Markets, Massachusetts NOFA, Massachusetts Roadside Stand Association, University of Maine Cooperative Extension, University of Massachusetts Extension, University of New Hampshire Cooperative Extension, Rhode Island Center for Agricultural Promotion and Education, Southeastern Massachusetts Agricultural Partnership (SEMAP), USDA Natural Resources Conservation Service.